



28-29 APRIL 2026

# CDAO Germany



Putting Data at the Heart of Business, Driving Value in Uncertain Times

## *Driving Germany's Data and AI Transformation*

CDAO Germany 2026 takes place on **April 28–29 at the Holiday Inn Munich City Centre, Hochstrasse 3, 81669 Munich, Germany**, bringing together Germany's leading data and AI professionals, innovators, and strategists for two days of insight, inspiration, and hands-on collaboration. Explore how enterprises across industrial, financial, and public sectors are leveraging data and AI to drive transformation, deliver measurable impact, and unlock new opportunities. Learn practical strategies for scaling AI responsibly, integrating analytics into decision-making, and fostering a data-driven culture that supports organisational agility and long-term resilience.

### *What to Expect:*

- **Inspiring Keynotes:** Hear from German and global leaders about the latest trends, regulatory changes, and the future of data, AI, and analytics.
- **Hands-On Sessions & Hackathons:** Work with peers on real-world challenges, explore trade-offs, and walk away with practical frameworks you can use immediately.
- **Panels & Discussion Groups:** Gain insights from multiple industries on governance, accountability, and building high-performing, data-driven teams.
- **Case Study Spotlights:** Discover how organizations are transforming data and AI insights into tangible business and operational results.
- **Networking & Collaboration:** Connect with peers, industry experts, and solution providers through structured discussions, roundtables, and social events.

✉ Get in touch with the Conference Producer for this event via [kathleen.vitug@coriniumgroup.com](mailto:kathleen.vitug@coriniumgroup.com)

## Confirmed Speakers\*

Elizabeth Press – *Deputy Chief Digital Officer*, RESEARCH FACTORY AT THE BRANDENBURG UNIVERSITY OF TECHNOLOGY

Alexander Woellwarth-Lauterburg, *Chief AI Officer/ CEO& Founder*–InnoButler

Dietmar Bohmer, *Chief Analytics and Credit Officer* – TYME GROUP

Wayne Cavanaugh, CTO & CIO – JAJA FINANCE

Ole Olesen-bagneux , *Chief Evangelist*– ACTIAN

Siddharth Rajagopal, *Chief Architect EMEA-LATAM* – SALESFORCE

Timo Tautenhahn, *Field CTO* – SALESFORCE

Charaf El Hami, *Group Chief Data Officer* – AMUNDI

Nadiem von Heydebrand, *CEO & Co-Founder* – MINDFUEL

Marie Fenner, *Global Senior Vice President, Analytics* – PIANO

Christian Scheidel, *Head of SAP BDC Blackbelts | MEE* - SAP

Pier Martin, *Vice President, Data and Analytics* - ZEAL Network SE

Maximilian Ehrlich, *Director Data & Insights* – TONIES

Marcin Nizinski, *Head of IT Audit and Data Analytics* – SIEMENS ENERGY

Jochen Baumeister, *Global Head of Behavioral Science and Data Science* – SANDOZ

Florian Leser, *Executive Advisor/ Former Head of Data Analytics and AI* – KKH

Pankaj Naryal, *AI & Digitalisation Strategy Manager* - HUHTAMAKI

Dr. Katharina Behme, *Director Analytics & Insights* – LUXEXPERIENCE

Dmytro Pavlichenko, *Manager Data Analytics* – AUTODOC

Abdul Maten Khan, *Group Head of Data Analytics* – DISH DIGITAL

Uwe Klemt, *Enterprise Solution Architect, Data Integrity* - TRICENTIS

Georg Weigert, *Managing Director Data & Analytics* – INTERHYP GRUPPE

Agathe Chomel de Jarnieu, *Director of Analytics Europe* – AUTO1 GROUP

Mark Zakhvatkin, *Director AI & Data* - IU GROUP

Alexandra Rahe, *Team Lead Customer Analytics* – LUFTHANSA

Kolja Manuel Rodel, *Head of Data and Analytics* – RAMEDER

Charlotte Evans, *Director, Global Customer Advocacy* – COURSERA

Florian Hottner, *Senior Director, Marketing Data, Analytics & Insights* – PENGUIN RANDOM HOUSE

Kavitha Chetana Didugu, *Functional Lead (Applied AI Science)* - ZOOPLUS

Rebeca Meyer, *AI Strategist* – KNAUF

Lukas Jan Stroemsdoerfer, *Head of Data & Analytics* - DFL Deutsche Fußball Liga

Mariam Yakub, *Master Data Manager* – SWISSLOG

Naveen Kanneganti, *Global Lead Data & AI Enterprise Architect Technology & Engineering* – EON

Veera Babu Manyam, *Global Enterprise Architect* – EON

Aleksejs Plotnikovs, *Executive Coach* – DATA MASTERCLASS

Richard Brouwer, *Principal Sales Engineering Specialist, SAP* – FIVETRAN

Dr. Ahmed Ebada, *Senior Product Manager, (Professor & CEO of HOPn)* - BMW

## DAY ONE April 28<sup>th</sup> CDAO Germany 2026

08:00 – 08:50	<i>Registration &amp; Coffee in the Exhibition Area</i>
8:50 - 8:55	<b>Chair’s Opening Remarks</b>
08:55 - 09:00	<b>Speed Networking – Making new connections at CDAO Germany!</b> During this 5-minute networking session, the aim of the game is to go and meet two people you don't already know. Have fun!
09:00 - 09:30	<b>Opening Keynote Presentation: Europe’s AI Moment: From Models to Data-Ready, Governed AI Systems</b>  Why execution, not algorithms or regulation, will decide Europe’s AI future Key themes <ul style="list-style-type: none"><li>• Why data readiness, not model quality, is the real bottleneck to scaling AI</li><li>• What AI-ready data actually means in federated European organisations</li><li>• How geopolitical fragmentation increases the need for sovereign, execution-grade AI systems</li><li>• Why most governance fails—and how to move from static control to execution enablement</li><li>• What CDAOs must prioritise in 2026 to build resilient, reusable AI foundations</li></ul> <i>Alexander Woellwarth-Lauterburg, Chief AI Officer/ CEO&amp; Founder– RHAPSODY / InnoButler</i>
09:30- 10:00	<b>Keynote Presentation: AI, GenAI &amp; Agentic AI: From Innovation Hype to Enterprise Reality</b> <ul style="list-style-type: none"><li>• How AI maturity has evolved from experimentation to industrialisation</li><li>• Where GenAI is delivering measurable value today and where expectations are inflated</li><li>• What agentic AI changes for governance, accountability, and enterprise risk</li></ul>

	<ul style="list-style-type: none"> <li>• How organisations drive adoption by redesigning roles and workflows and upskilling the business</li> <li>• What the next phase of enterprise AI will demand from CDAOs in org design, team integration, and platform/vendor readiness</li> </ul> <p>Dietmar Bohmer, <i>Chief Analytics and Credit Officer</i> – <b>TYME GROUP</b></p>	
10:00 - 10:30	<p><b>Keynote Presentation: Stop Managing AI Projects. Start Managing AI Impact.</b></p> <p><b>A Playbook for Data &amp; AI Impact Management</b></p> <ul style="list-style-type: none"> <li>• Despite substantial investments in data &amp; AI, many organizations struggle to demonstrate any visible returns. The pressure is mounting to prove its impact.</li> <li>• Recent studies show that the problem is rarely technological – it's operational. What's missing is a structured approach to value management and data product reuse that turns isolated experiments into compounding business impact.</li> <li>• This session introduces Data &amp; AI Impact Management: a practical shift from one-off projects (which often fail) to demonstrating actual business impact from AI investments.</li> </ul> <p><i>You'll learn how to:</i></p> <ul style="list-style-type: none"> <li>• Transform unstructured and ad hoc business demands into value-driven use cases with clear hypotheses defined upfront.</li> <li>• Prioritize initiatives based on business outcomes, not just technical feasibility. Scale impact beyond single initiatives, reduce redundancy, and accelerate time-to-value by linking business use cases to reusable data products.</li> </ul> <p>Nadiem von Heydebrand, CEO &amp; Co-Founder – <b>MINDFUEL</b></p>	
10:30 - 11:00	<p><i>Mid-Morning Coffee &amp; Networking in the Exhibition Area</i></p>	
	<p><b>TRACK A</b></p>	<p><b>TRACK B</b></p>
11:00- 11:45	<p><b>Panel Discussion: The Challenges and Pitfalls of Setting Up and Executing an AI Strategy</b></p> <ul style="list-style-type: none"> <li>• Where AI strategies most commonly break down between design and execution</li> <li>• Organisational, data, and governance challenges that are underestimated early on</li> <li>• Aligning ambition with real capabilities,</li> </ul>	<p><b>Discussion Group: From Data to Revenue: Making Customer Data Commercially Actionable</b></p> <ul style="list-style-type: none"> <li>• Why organisations still struggle to translate customer data into measurable revenue: Customer single source of truth (omni-channel), where is it, CDP, data warehouse? Do you trust the data, is it reliable?, How and where do you 'activate' the data to yield commercial results? How do you measure the success?</li> </ul>

	<p>timelines, and constraints</p> <ul style="list-style-type: none"> <li>• What companies wish they had known before launching their AI strategy</li> </ul> <p>Moderator: Aleksejs Plotnikovs, Executive Coach – <b>DATA MASTERCLASS</b></p> <p><b>Panellists:</b>  Maximilian Ehrlich, <i>Director Data &amp; Insights</i> – <b>TONIES</b>  Mark Zakhvatkin, <i>Director AI &amp; Data</i> - <b>IU GROUP</b>  Florian Leser, <i>Executive Advisor/ Former Head of Data Analytics and AI</i> – <b>KKH</b></p> <p>Dr. Ahmed Ebada, Senior Product Manager, (Professor &amp; CEO of HOPn) - <b>BMW</b></p>	<ul style="list-style-type: none"> <li>• Aligning marketing, product, and data teams around shared commercial metrics, What are the 'shared commercial metrics' - vs. Marketing ROI, product ROI Back to the 'single source of truth' - do you use the same tool to measure the success of common goals?</li> <li>• Building data products that business teams actively use</li> <li>• Governance, consent, and trust as enablers of value creation, GDPR, Digital Omnibus, AI Act, GPC, where are we? How do we do the right thing to retain consumer trust and at the same time help achieve our commercials goals using data?</li> </ul> <p><b>Moderator:</b> Marie Fenner, <i>Global Senior Vice President, Analytics</i> - <b>PIANO</b></p> <p><b>Facilitators:</b>  Alexandra Rahe, <i>Team Lead Customer Analytics</i> – <b>LUFTHANSA</b>  Pankaj Naryal, <i>AI &amp; Digitalisation Strategy Manager</i> - <b>HUHTAMAKI</b></p>
<p>11:45 – 12:15-</p>	<p><b>Presentation: Why Your Data Strategy Isn't Ready for AI Agents (And How to Fix It)</b></p> <ul style="list-style-type: none"> <li>• <b>Why semantic layers aren't enough</b> - and what Context Graphs add that closes the reasoning gap</li> <li>• <b>Data as the fourth pillar</b>—how to build a Data &amp; AI operating model with real ownership and governance</li> <li>• <b>MDM, CDP, and CRM - who does what for AI</b> - which layer owns the golden record, and why confusing them breaks agentic architectures</li> <li>• <b>AI to scale data management</b> - the quality, lineage, and governance flywheel that scales beyond what humans can maintain</li> </ul>	<p><b>Presentation: Operationalizing AI in a Regulated German Industry</b></p> <ul style="list-style-type: none"> <li>• How organizations can understand the emerging legal landscape and proactively integrate regulatory requirements into their AI strategy</li> <li>• Best practices for governance, risk management, and quality management</li> <li>• Building a healthy compliance culture</li> <li>• Seeing compliance not as a constraint, but as a competitive advantage</li> <li>• Investing in AI governance and cybersecurity builds market trust, opens new opportunities, and demands a cultural shift — away from the "move fast" era toward</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>How to start with imperfect data</b> - scoped use cases, incremental value, and governance that works for regulated industries</li> </ul> <p>Siddharth Rajagopal, <i>Chief Architect EMEA-LATAM</i> – SALESFORCE</p> <p>Timo Tautenhahn, <i>Field CTO</i> – SALESFORCE</p>	<p>interdisciplinary collaboration, resilience, and a governance mindset that coexists with innovation.</p> <p>Elizabeth Press – <i>Deputy Chief Digital Officer</i> – CHESCO (Center for Hybrid Electric Systems Cottbus)</p>
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<p>12:15-12:45</p>	<p><b>Keynote Presentation: Open Data Infrastructure: Breaking Vendor Lock-In in the Age of AI</b></p> <p>This session explores how Open Data Infrastructure (ODI) is changing the way organizations think about data architecture. By decoupling storage, compute, and tooling, and by storing data once in open formats, ODI enables organizations to take back control of their data and make it accessible across platforms, tools, and AI systems. Using real-world examples, we will discuss how businesses can unlock SAP and Salesforce data, avoid vendor lock-in, and build a flexible foundation that supports modern analytics and future AI workloads.</p> <p><b>Key topics include:</b></p> <ul style="list-style-type: none"> <li>• Vendor lock-in and the rise of “walled garden” data platforms</li> <li>• The impact of closed architectures on AI and real-time use cases</li> <li>• Core principles of Open Data Infrastructure (ODI)</li> <li>• Unlocking and activating SAP and Salesforce data across systems</li> <li>• Building a flexible, future-proof data architecture for AI</li> </ul> <p>Richard Brouwer, <i>Principal Sales Engineering Specialist, SAP</i> – FIVETRAN</p>
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<p>12:45 – 13:45</p>	<p><i>Lunch &amp; Networking in the Exhibition Area</i></p>
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	<p><b>Track A:</b></p>	<p><b>Track B:</b></p>
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<p>13:45-</p>	<p><b>Discussion group: How Can Organizations Truly Win</b></p>	<p><b>Discussion Group: Fixing the Foundations — What</b></p>
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<p>14:30</p>	<p><b>in a Data-Driven World?</b></p> <p><b>Discussion Topics:</b></p> <ul style="list-style-type: none"> <li>• Why is a reliable data foundation still so hard to achieve at scale?</li> <li>• What does “good enough” data really mean for decision-making and AI?</li> <li>• How can traditional enterprises overcome legacy system inertia?</li> <li>• What role do leadership commitment and organisational culture play in long-term success?</li> <li>• Where do data initiatives most often fail — technology, people, or governance?</li> </ul> <p><b>Live Poll (5 mins)</b></p> <ul style="list-style-type: none"> <li>• Which barrier is most critical — data, culture, or governance?</li> <li>• Where should focus and investment be prioritised in 2026?</li> <li>• How confident are you that your data strategy will deliver measurable impact this year?</li> </ul> <p>Pankaj Naryal, <i>AI &amp; Digitalisation Strategy Manager</i> - <b>HUHTAMAKI</b></p> <p>Florian Leser, <i>Executive Advisor/ Former Head of Data Analytics and AI</i> – <b>KKH</b></p> <p>Dr. Katharina Behme, <i>Director Analytics &amp; Insights</i> – <b>LUXEXPERIENCE</b></p> <p>Dr. Ahmed Ebada, Senior Product Manager, (Professor &amp; CEO of HOPn) - <b>BMW</b></p>	<p><b>Actually Enables Scalable AI and Analytics?</b></p> <p><b>Discussion Topics:</b></p> <ul style="list-style-type: none"> <li>• Why do data foundations still struggle to scale in large, federated organisations?</li> <li>• What does “fit-for-purpose” data mean in practice for analytics and AI use cases?</li> <li>• How can organisations balance decentralisation with consistency and control?</li> <li>• Where do data quality, integration, and governance most often fail to keep pace with AI ambition?</li> <li>• What foundations must be in place before scaling AI beyond pilots?</li> </ul> <p><b>Live Poll (5 mins):</b></p> <ul style="list-style-type: none"> <li>• What is the biggest blocker to scalable AI today — data quality, integration, governance, or ownership?</li> <li>• Where should enterprises focus first to unlock AI value in 2026?</li> <li>• How confident are you in your organisation’s current data foundations?</li> </ul> <p>Rebeca Meyer, AI Strategist – <b>KNAUF</b></p> <p>Naveen Kanneganti, <i>Global Lead Data &amp; AI Enterprise Architect Technology &amp; Engineering</i> – <b>EON</b></p>
<p>14:30-15:00</p>	<p><b>Presentation: The Real Challenge in Analytics: Why Technology Isn’t the Problem</b></p>	<p><b>Presentation: High-Velocity AI &amp; Analytics Delivery — Balancing Speed, Risk, and Confidence</b></p>

	<ul style="list-style-type: none"> <li>• Why strong platforms still fail to drive adoption and impact</li> <li>• The critical success factors behind high-performing data teams</li> <li>• Building the right competencies across technical and business roles</li> <li>• Working with shared principles instead of rigid rules</li> <li>• How to shift mindsets, not just tools</li> </ul> <p>Charlotte Evans, <i>Director, Global Customer Advocacy</i> – COURSERA</p>	<ul style="list-style-type: none"> <li>• Managing risk and quality while accelerating AI and analytics delivery</li> <li>• Why traditional QA models struggle in data and AI environments</li> <li>• Continuous assurance as an enabler — not a blocker — of innovation</li> <li>• Aligning data, analytics, IT, and business teams around shared accountability</li> <li>• What “confidence at scale” really looks like in complex enterprises</li> </ul> <p>Uwe Klemt, <i>Enterprise Solution Architect, Data Integrity</i> - TRICENTIS</p>
15:00-15:30	<i>Afternoon Break &amp; Networking in the Exhibition Area</i>	
15:30 - 16:00	<p><b>Panel Discussion: When AI Gets It Wrong — Who Is Accountable, Who Decides, Who Pays?</b></p> <ul style="list-style-type: none"> <li>• When an AI decision causes financial or reputational damage — who is responsible?</li> <li>• Why “human in the loop” often fails in practice</li> <li>• The hidden gap between legal accountability and operational ownership</li> <li>• What boards and regulators now expect from CDAOs</li> <li>• Real cases where accountability broke down — and what changed after</li> </ul> <p><b>Moderator:</b> Krisztina Pinter, <i>Head of Global Service Planning and Data Governance</i> – SONY Pankaj Naryal, <i>AI &amp; Digitalisation Strategy Manager</i> – HUHTAMAKI Veera Babu Manyam, <i>Global Enterprise Architect</i> – EON Dr. Ahmed Ebada, <i>Senior Product Manager, (Professor &amp; CEO of HOPn)</i> - BMW</p>	
16:00-16:30	<p><b>How to Train a Dragon: Building High-Impact Data Teams Through Culture, Trust, and Internal Branding</b></p> <p>Discussion Points:</p> <ul style="list-style-type: none"> <li>• Why data teams fail without the right culture</li> <li>• The human side of data transformation</li> <li>• Internal branding: positioning the data team as a business partner</li> <li>• From data experts to business influencers</li> </ul> <p>Marcin Nizinski, <i>Head of IT Audit and Data Analytics</i> – SIEMENS ENERGY</p>	

16:30-17:00	KEYNOTE PRESENTATION RESERVED FOR ACTIAN
17:00-17:10	Chairs Closing Remarks
17:10-18:00	<i>Networking Drinks Reception</i>
18:00	END OF DAY ONE

## DAY TWO April 29<sup>th</sup> CDAO Germany 2026

08:20–08:50	<i>Registration &amp; Coffee in the Exhibition Area</i>
8:50 - 8:55	<b>Chair’s Opening Remarks</b>
08:55 - 09:00	<p><b>Speed Networking – Making new connections at CDAO Germany!</b></p> <p>During this 5-minute networking session, the aim of the game is to go and meet two people you don't already know. Have fun!</p>
09:00-09:30	<p><b>Opening Keynote: From data to strategic asset: turning data into a durable source of competitive advantage</b></p> <p>Capital Market is navigating a structural inflection point. Margin compression, regulatory fragmentation, geopolitical volatility and AI-driven technological disruption are no longer isolated pressures — they are converging forces reshaping capital markets.</p> <ul style="list-style-type: none"> <li>• In this environment, data strategy is no longer a support function. It has become a central capability enabling firms to translate strategic intent into operational performance and sustainable advantage.</li> <li>• Yet many organisations remain trapped in incremental fixes: siloed data domains, manual reconciliations, duplicated controls and fragmented ownership. The consequences are familiar — operational friction, slower product launches, data quality issues, AI initiatives stalled by data lineage gaps, etc.</li> </ul> <p>Charaf El Hami, Group Chief Data Officer – <b>AMUNDI</b></p>

09:30-  
10:00

### Presentation: Developing a Data Operating System

To drive consistent business impact, data teams need more than just a modern stack — they need a clear, structured operating system. In this session, Pier Martin will explore how embedding human-centered principles and soft skills into your data culture can radically improve ROI. From real-world day-to-day team challenges to practical leadership strategies, he'll offer insights and immediate actions for building stronger, more effective data functions.

- **Data Teams Need an Operating System—Not Just a Stack:** Why focusing only on tools and technology misses the mark, and how process, mindset, and communication routines create consistency across data functions.
- **Soft Skills as a Multiplier for ROI:** How skills like storytelling, empathy, and influence-building amplify technical output and help data teams embed more deeply into business strategy.
- **Prioritization as a Leadership Capability:** Why leaving prioritization to tooling or backlog grooming is a mistake—and how data leaders can guide their teams by aligning decisions to business impact.
- **From Insight to Action:** Common roadblocks data teams face and practical changes leaders can implement immediately to improve alignment, output, and morale.

Pier Martin, *Vice President, Data Analytics – ZEAL Network*

10:00-  
10:30

### Presentation: From Disconnected Data to Scalable AI: The Road to the Data-Driven Enterprise with SAP

#### Disconnected Data and Data Divide

- Data should not lose its business context and semantics when it leaves the ERP context
- Fragmented, re-modelled data creates inconsistencies and breaks integrity
- Impact on AI: loss of business context limits AI effectiveness and scalability - AI models can't deliver value if they don't have access to unified, context-rich data

#### Building a Unified Data Foundation

- Integrated data platforms share data without losing the business context and ideally support zero copy data sharing
- Business data delivery via (managed) data products guarantees consistency, reusability, and trust in data across the organization
- The role of SAP's Business Data Cloud and other enabling technologies in that context

#### Enabling Self-Service & Democratization

- Empowering business units to access and analyze data
- SAP's own "data for all" approach as an example

#### Scaling AI with Unified Data

- Use cases for data architectures that allow scalable AI (predictive analytics, process automation, agentic AI)
- Leveraging SAP's ecosystem (integration with Microsoft, Databricks, Snowflake, etc.)

#### Driving Business Value

	<ul style="list-style-type: none"> <li>• Real-world examples of increased productivity and efficiency</li> </ul> <p>Christian Scheidel, Head of SAP BDC Blackbelts   MEE - <b>SAP</b></p>
10:30-11:00	<p><i>Mid-Morning Coffee &amp; Networking in the Exhibition Area</i></p>
11:00-11:30	<p><b>Expert Ask-Me-Anything: Driving Profitable Data Strategy and Cyber-Resilience in Regulated Industries</b></p> <p>Join an interactive session with a seasoned leader at the intersection of strategy, finance, data, and cybersecurity. With extensive experience driving growth and digital transformation across sectors—including digital business, Industry 4.0, the public sector, blue chips, and scale-ups—this expert will share practical guidance on leveraging data strategically, aligning with compliance requirements, and strengthening cyber-resilience.</p> <p><i>Key Focus Areas: Data-driven ROI, data strategy in regulated industries, cyber-resilience, digital transformation, AI-driven innovation, and the socio-economic impact of digital business models.</i></p> <p>Elizabeth Press – <i>Deputy Chief Digital Officer, Research Factory at the Brandenburg University of Technology.</i></p>
11:30-12:15	<p><b>Panel Discussion: Turning Insights into Impact — Making Data Actionable</b></p> <ul style="list-style-type: none"> <li>• Identifying which metrics and insights truly drive decisions</li> <li>• Overcoming silos to enable cross-functional collaboration</li> <li>• Aligning governance frameworks with business priorities</li> <li>• Ensuring adoption and accountability for data-driven decisions</li> </ul> <p><b>Panellists:</b></p> <p>Wayne Cavanough, CTO &amp; CIO – <b>JAJA FINANCE</b></p> <p>Dmytro Pavlichenko, <i>Manager Data Analytics</i> – <b>AUTODOC</b></p> <p>Abdul Maten Khan, Group Head of Data Analytics – <b>DISH DIGITAL</b></p> <p>Agathe Chomel de Jarnieu, <i>Director of Analytics Europe</i> – <b>AUTO1 GROUP</b></p> <p>Florian Hottner, Senior Director, Marketing Data, Analytics &amp; Insights – <b>PENGUIN RANDOM HOUSE</b></p> <p>Kavitha Chetana Didugu, Functional Lead (Applied AI Science) - <b>ZOOPLUS</b></p>

<p>12:15-12:45</p>	<p><b>Presentation: Beyond the Pilot: Lessons from Deploying an AI Sales Advisor in Mortgage Brokerage</b></p> <p>This session will cover our real-world experience building and scaling Robin, an LLM-based sales advisor deployed in live mortgage brokerage operations. Robin has driven significant, measurable improvements in our sales process – and I'll share honestly what it took to get there, including what worked, what didn't, and what it actually takes to move from pilot to production.</p> <p>Georg Weigert, <i>Managing Director Data &amp; Analytics</i> – <b>INTERHYP GRUPPE</b></p>
<p>12:45-13:45</p>	<p><i>Lunch &amp; Networking in the Exhibition Area</i></p>
<p>13:45-14:15</p>	<p><b>Panel Discussion: Data as a Profit Driver</b></p> <ul style="list-style-type: none"> <li>• Monetising data while maintaining trust, quality, and compliance</li> <li>• Turning data investments into measurable business outcomes</li> <li>• Nothing comes for free – keeping an eye on the costs</li> <li>• Aligning commercial ambition with operational and data reality</li> </ul> <p><b>Moderator:</b> Kolja Manuel Rodel, <i>Head of Data and Analytics</i> – <b>RAMEDER</b>  Pankaj Naryal, <i>Scientific Researcher AI &amp; Strategic Management</i> – <b>HUHTAMAKI</b>  Mariam Yakub, <i>Master Data Manager</i> – <b>SWISSLOG</b></p>
<p>14:15-14:45</p>	<p><b>Presentation: Democratizing Football Data with AI Agents: Bridging the Gap Between Domain Experts and Data Teams</b></p> <p>Key discussion points:</p> <ul style="list-style-type: none"> <li>• Challenges of working with complex, domain-specific data environments</li> <li>• How AI agents can help democratise access to data and insights</li> <li>• The importance of strong data foundations to enable agent use cases</li> <li>• Practical learnings from a Bundesliga case study</li> <li>• Key takeaways for data leaders looking to operationalise AI agents</li> </ul> <p>Lukas Jan Stroemsdoerfer, <i>Head of Data &amp; Analytics</i> - <b>DFL Deutsche Fußball Liga</b></p>
<p>14:45-15:15</p>	<p><b>Presentation: When AI Goes Live: Managing Failure, Drift, and Unexpected Outcomes</b></p> <p><b>Key Discussion Points:</b></p> <ul style="list-style-type: none"> <li>• What really breaks once AI models are live — data drift, model decay, and operational blind spots</li> <li>• How organizations detect failure early before business impact escalates</li> <li>• Who owns remediation when models behave unexpectedly?</li> <li>• Balancing transparency, explainability, and speed when things go wrong</li> </ul>

- Lessons learned from AI incidents that forced course correction

Jochen Baumeister, *Global Head of Behavioral Science and Data Science* – SANDOZ

15:15-  
15:30  
**Chairs Closing Remarks**

15:30  
**END OF DAY TWO**